

**Source: MCC**

**Title: Handling requests for conference endorsements**

**Agenda item: 5**

**Document for:**

Decision	<b>X</b>
Discussion	
Information	

## 1 Decision/action requested

**The 3GPP Organizational Partners are requested to confirm the continuation of the existing arrangements for handling requests for conference endorsements.**

## 2 Rationale

Organizers of conferences (profit-making and otherwise) attach considerable value to obtaining endorsement by 3GPP for specific events. The Mobile Competence Centre receives many such requests, and a procedure has been established within the ETSI Quality System for handling such requests.

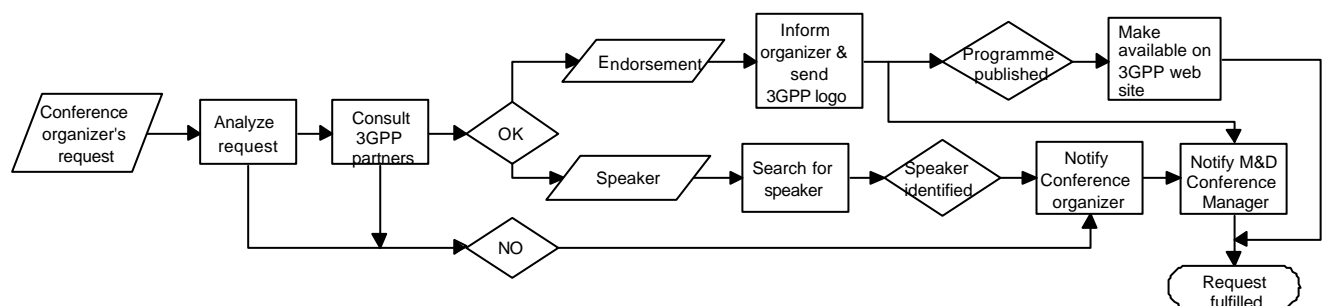
Of course, neither 3GPP nor its Partners have any direct interest in helping conference organizers make money, but some conferences do present a valuable opportunity for promoting the activities and achievements of the Partnership Project. In addition, attendance at such events may be of interests to Partners and Individual Members: thus, in most cases reduced attendance fees, and even some free delegate places, can be obtained for personnel from 3GPP Partners and Individual Members.

Invitations for endorsement are usually accompanied by offers of speaking and/or chairman opportunities for 3GPP representatives. As far as possible, the provision of speakers/chairmen is done at near zero cost to the Partner/Member concerned, as conference organizers are increasingly willing to cover the airfares and hotel expenses.

## 3 Present procedure and criteria for accepting requests

The following text and chart are extracts from the ETSI Procedure that describes the way in which requests for 3GPP endorsement are currently being handled. The responsibility for carrying out the procedure falls to the "3rd Generation Marketing Officer", a member of the ETSI Secretariat who supports the Mobile Competence Centre for 50% of his time. [The procedure mirrors one used within ETSI (for ETSI endorsement of events), which is managed by the Secretariat's "M&D Conference Manager".]

It will be seen that the ultimate decision whether or not to endorse an event rests with the 3GPP Partners. Since a "negative clearance" procedure is used to consult the Partners, any Partner has the ability to oppose endorsement of an event. Endorsement will only go ahead if there is zero opposition.



*The 3rd Generation Marketing Officer shall consider requests received for 3GPP endorsement of a conference and/or the provision of speakers. Where he considers it appropriate (for instance, where certain information is missing from the request) he shall send to the organizer a pro-forma in the style of that annexed to this document. [The pro-forma asks for more details of the event, the benefits for 3GPP delegates, etc.]*

*In the case of endorsement only, if the request appears acceptable, the 3rd Generation Marketing Officer shall (where not already offered) endeavour to obtain a keynote speaker 'slot' in the programme and preferential conditions for delegates from the 3GPP partners. He shall also consult the 3GPP partners for their agreement to 3GPP endorsement, using a "negative clearance" approach (i.e. the partners shall be given a period of time to object to the endorsement, after which, assuming no objections are received, the 3rd Generation Marketing Officer will inform the conference organizer that 3GPP endorses the event. The period of time shall be as long as possible, normally at least one to two weeks, or such other time as imposed by the organizer's deadline, at the discretion of the 3rd Generation Marketing Officer).*

*If the organizer invites 3GPP to provide one or more speakers, the 3rd Generation Marketing Officer shall, if the request appears reasonable, inform the 3GPP partners accordingly, giving a period for response consistent with the organizer's deadlines.*

*Consultation of the 3GPP partners shall normally be performed using the 3GPP\_PCG e-mail exploder list (maintained by MCC).*

*At the end of the response period he shall inform the organizer (and the M&D Conference Manager) of the outcome as appropriate. If the organizer so wishes, the 3rd Generation Marketing Officer shall arrange for an electronic version of the final conference programme (to be supplied by the organizer) and/or a link to the organizer's web site to be made available on the relevant page ("Conferences endorsed...") of the 3GPP web site. Under no circumstances shall he release the [3GPP distribution] lists or their contents to the conference organizer. The name(s) of any 3GPP speaker(s) provided for the conference shall also be included in the details placed on the 3GPP web site.*

#### **4 Issues for discussion**

In the opinion of ETSI, the present arrangements work well. The criteria which the 3rd Generation Marketing Officer employs in deciding whether to approach the Partners for their agreement include: the relevance of the conference theme to 3GPP; an appropriate geographical location for the event; a good reputation of the organizer (preferably with very successful events of the same type); and a willingness to offer the discounts, free places and travel expenses as described above.

Nevertheless, some improvements to the procedure are foreseen: for instance, organizers have only recently been willing to offer free delegates places, so a means of distributing these places fairly among the Partners has yet to be established. Probably offering them via the exploder lists, would be a satisfactory method – in the case of too many applicants, names would be "drawn from a hat".

Equally, the arrangement whereby organizers pay the hotel and travel costs of speakers is also quite new, and the procedure needs to reflect that.

There are occasions where the organizer is not a commercial company and the event is not intended to be profit-making. In such instances, free places, reduced fees or payment of travel expenses may not be justified and the procedure needs to be flexible enough to allow for such cases. It is the opinion of ETSI that this flexibility is provided within the present procedure.

The Organizational Partners are therefore requested to confirm their satisfaction with the present arrangements or to suggest any changes that may enhance the benefits for the Partnership Project, the Partners and Individual Members.